



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Elmore, AL

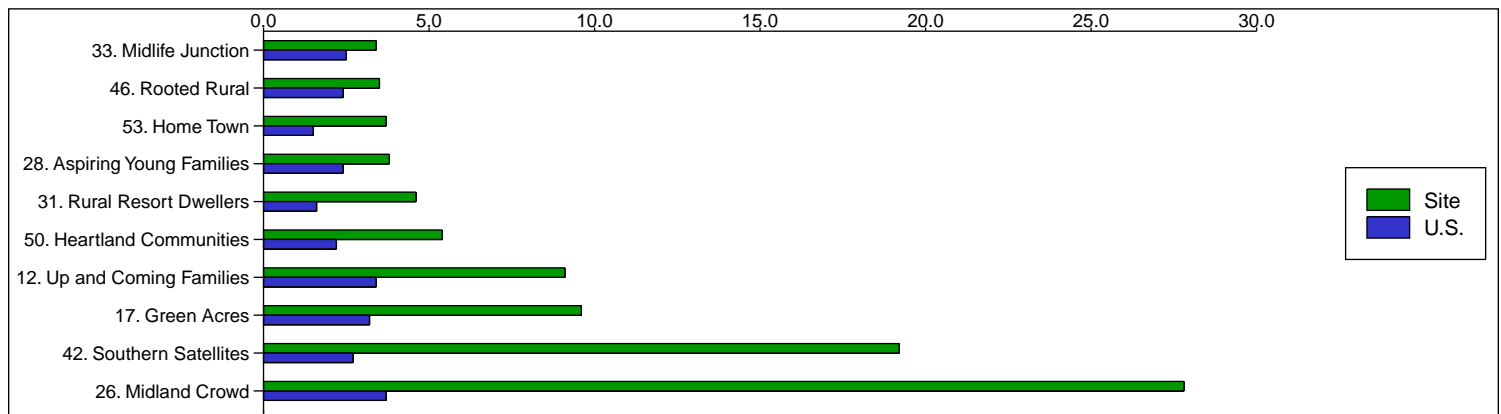
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	27.8%	27.8%	3.7%	3.7%	745
2	42. Southern Satellites	19.2%	47.0%	2.7%	6.4%	704
3	17. Green Acres	9.6%	56.6%	3.2%	9.6%	301
4	12. Up and Coming Families	9.1%	65.7%	3.4%	13.0%	268
5	50. Heartland Communities	5.4%	71.1%	2.2%	15.2%	251
	Subtotal	71.1%		15.2%		
6	31. Rural Resort Dwellers	4.6%	75.7%	1.6%	16.8%	282
7	28. Aspiring Young Families	3.8%	79.5%	2.4%	19.2%	162
8	53. Home Town	3.7%	83.2%	1.5%	20.7%	253
9	46. Rooted Rural	3.5%	86.7%	2.4%	23.1%	145
10	33. Midlife Junction	3.4%	90.1%	2.5%	25.6%	139
	Subtotal	19.0%		10.4%		
11	07. Exurbanites	2.9%	93.0%	2.5%	28.1%	117
12	25. Salt of the Earth	2.7%	95.7%	2.8%	30.9%	97
13	19. Milk and Cookies	1.3%	97.0%	2.0%	32.9%	68
14	51. Metro City Edge	1.1%	98.1%	0.9%	33.8%	112
15	15. Silver and Gold	1.0%	99.1%	1.0%	34.8%	102
	Subtotal	9.0%		9.2%		
16	56. Rural Bypasses	0.9%	100.0%	1.5%	36.3%	57
	Total	100.0%		36.3%		276

Top Ten Tapestry Segments

Site vs. U.S.

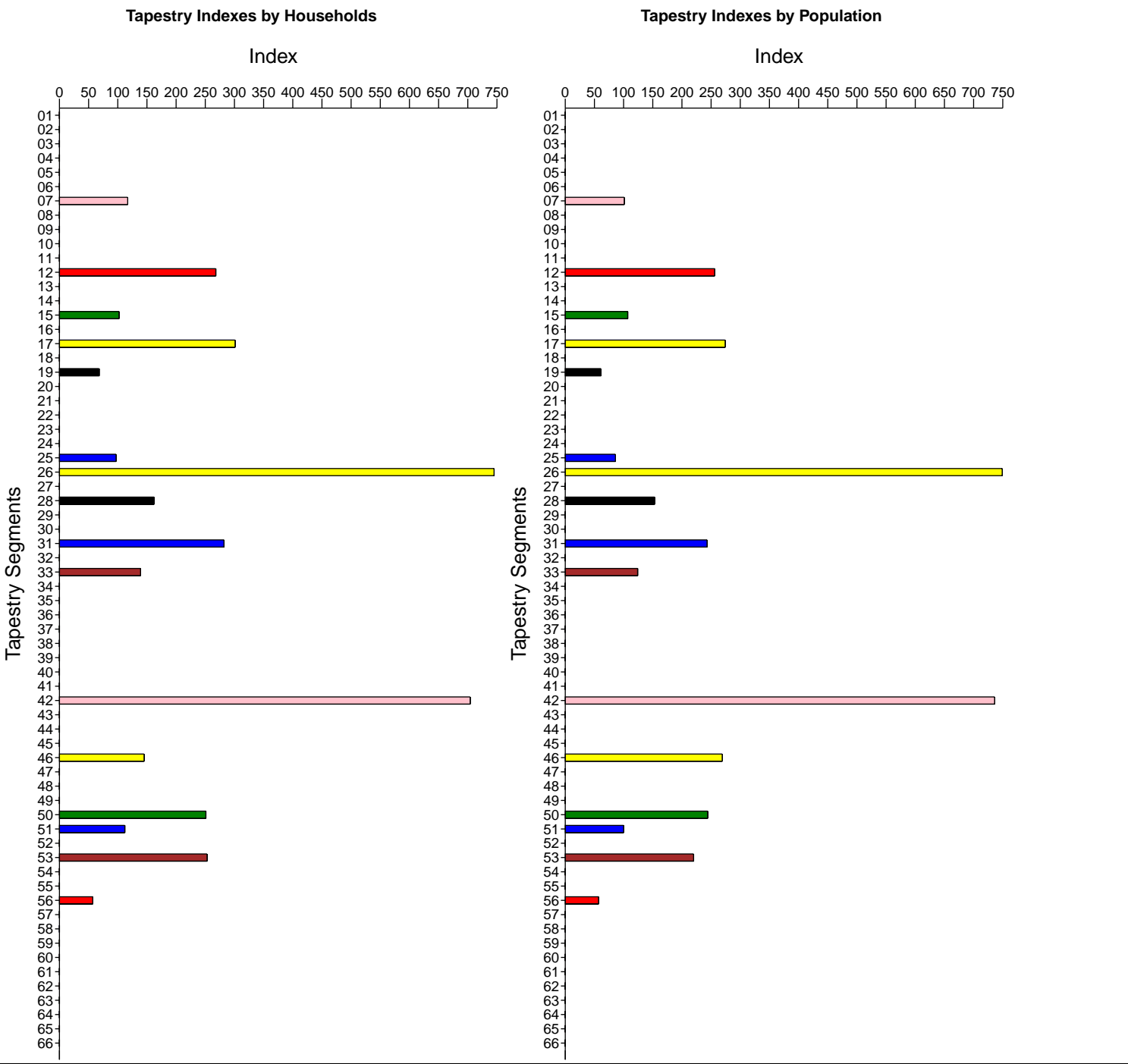


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Elmore, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Elmore, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	27,631	100.0%		78,732	100.0%	
L1. High Society	811	2.9%	23	2,033	2.6%	18
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	811	2.9%	117	2,033	2.6%	101
L2. Upscale Avenues	2,648	9.6%	69	7,159	9.1%	66
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	2,648	9.6%	301	7,159	9.1%	274
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	292	1.1%	20	812	1.0%	20
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	292	1.1%	112	812	1.0%	100
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	1,766	6.4%	52	4,349	5.5%	53
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	269	1.0%	102	634	0.8%	107
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,497	5.4%	251	3,715	4.7%	244
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	27,631	100.0%		78,732	100.0%	
L7. High Hopes	1,050	3.8%	93	2,730	3.5%	91
28 Aspiring Young Families	1,050	3.8%	162	2,730	3.5%	153
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	2,876	10.4%	134	8,641	11.0%	120
12 Up and Coming Families	2,507	9.1%	268	7,591	9.6%	256
19 Milk and Cookies	369	1.3%	68	1,050	1.3%	61
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	952	3.4%	39	2,158	2.7%	33
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	952	3.4%	139	2,158	2.7%	124
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	7,312	26.5%	279	20,433	26.0%	278
25 Salt of the Earth	743	2.7%	97	1,860	2.4%	86
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	5,306	19.2%	704	15,476	19.7%	736
53 Home Town	1,024	3.7%	253	2,415	3.1%	220
56 Rural Bypasses	239	0.9%	57	682	0.9%	57
L12. American Quilt	9,924	35.9%	386	30,417	38.6%	418
26 Midland Crowd	7,682	27.8%	745	22,614	28.7%	749
31 Rural Resort Dwellers	1,264	4.6%	282	2,798	3.6%	243
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	978	3.5%	145	5,005	6.4%	269
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Elmore, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	27,631	100.0%		78,732	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	369	1.3%	12	1,050	1.3%	12
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	369	1.3%	68	1,050	1.3%	61
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	1,050	3.8%	35	2,730	3.5%	35
28 Aspiring Young Families	1,050	3.8%	162	2,730	3.5%	153
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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51 Metro City Edge	292	1.1%	112	812	1.0%	100
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	3,587	13.0%	83	10,258	13.0%	80
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	811	2.9%	117	2,033	2.6%	101
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14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	269	1.0%	102	634	0.8%	107
U8. Suburban Periphery II	1,976	7.2%	74	4,573	5.8%	64
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	952	3.4%	139	2,158	2.7%	124
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	1,024	3.7%	253	2,415	3.1%	220
U9. Small Towns	1,497	5.4%	111	3,715	4.7%	104
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,497	5.4%	251	3,715	4.7%	244
U10. Rural I	12,337	44.6%	395	34,431	43.7%	385
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U11. Rural II	6,523	23.6%	307	21,163	26.9%	355
37 Prairie Living	0	0.0%	0	0	0.0%	0
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